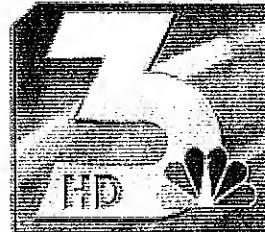


ORDER



Orders	Order / Rev:	103613	Primary AE:	Amy McCreary
	Alt Order #:	06830213	Sales Office:	BLPHI
	Product Desc:	HELLER FOR SENATE	Sales Region:	National
	Estimate:			
	Flight Dates:	08/08/12 - 08/14/12		
	Original Date / Rev:	06/27/12 / 06/27/12		
	Order Type:	GENERAL		
Agency	Name:	Strategic Media Services, Inc.		
	Buying Contact:		Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
		3299 K St. NW	Billing Cycle:	EOM/EOC
		Washington, DC 20007	Agency Commission:	15%
Advertiser	Name:	HELLER, DEAN FOR U.S. SENATE		
	Demographic:	A35+	New Business Thru:	
	Product Codes:	PLC01	Order Separation:	00:15:00
	Priority:	SELECT PRIORITY CODE	Advertiser External ID:	
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN	Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/14/12	27	\$20,225.00	\$17,191.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	27	\$20,225.00	\$17,191.25	0.00
Totals	27	\$20,225.00	\$17,191.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	23%	\$20,225.00
Market	100%	\$87,934.78

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	36%	\$31,656.52
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	18%	\$15,828.26
KTUD	1%	\$879.35
KVVU	15%	\$13,190.22
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	7%	\$6,155.43

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/08/12	08/10/12	M-F 5-6a WakeUp w/WagM	5-6a		--WTF--	:30	3	\$400.001	0.00	NM	3	\$1,200.00	
M-F 5-6a WakeUp w/Wagners															
NEWS															
		Start Date	End Date	Weekdays		Spots/Week	Rate		Rating						
		Week: 08/06/12	08/12/12	--WTF--		3	\$400.00		0.00						

Order / Rev: 103613
 Alt Order #: 06830213
 Flight Dates: 08/08/12 - 08/14/12

Advertiser: Heller, Dean for U.S. Senate
 Product Desc: HELLER FOR SENATE
 Estimate:

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/08/12	08/10/12	M-F 5-6a WakeUp w/WagM M-F 5-6a WakeUp w/Wagners		5-6a	--WTF--	:30	3	\$400.001	0.00	NM		3	\$1,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 08/06/12	08/12/12	--WTF--		3	\$400.00		0.00						
E 2	KSNV	08/13/12	08/14/12	M-F 5-6a WakeUp w/WagM M-F 5-6a WakeUp w/Wagners		5-6a	MT-----	:30	2	\$400.001	0.00	NM		2	\$800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 08/13/12	08/19/12	MT-----		2	\$400.00		0.00						
E 3	KSNV	08/13/12	08/13/12	M-F 6-7a WakeUp w/WagM M-F 6-7a WakeUp w/Wagners		6-7a	M-----	:30	1	\$700.001	0.00	NM		1	\$700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 08/13/12	08/19/12	M-----		1	\$700.00		0.00						
E 4	KSNV	08/08/12	08/08/12	M-F 6-7a WakeUp w/WagM M-F 6-7a WakeUp w/Wagners		6-7a	--W----	:30	1	\$700.001	0.00	NM		1	\$700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 08/06/12	08/12/12	--W----		1	\$700.00		0.00						
E 5	KSNV	08/09/12	08/09/12	Today Show Today Show	CM	658a-9am	---T---	:30	1	\$1,400.001	0.00	NM		1	\$1,400.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 08/06/12	08/12/12	---T---		1	\$1,400.00		0.00						
E 6	KSNV	08/08/12	08/10/12	M-F Early News M-F Early News	CM	5-630p	--W-F--	:30	2	\$1,000.001	0.00	NM		2	\$2,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 08/06/12	08/12/12	--W-F--		2	\$1,000.00		0.00						
E 7	KSNV	08/14/12	08/14/12	M-F Early News M-F Early News	CM	5-630p	-T-----	:30	1	\$1,000.001	0.00	NM		1	\$1,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 08/13/12	08/19/12	-T-----		1	\$1,000.00		0.00						
E 8	KSNV	08/08/12	08/10/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	--WTF--	:30	3	\$1,000.001	0.00	NM		3	\$3,000.00
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 08/06/12	08/12/12	--WTF--		3	\$1,000.00		0.00						
E 9	KSNV	08/13/12	08/14/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	MT-----	:30	2	\$1,000.001	0.00	NM		2	\$2,000.00
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 08/13/12	08/19/12	MT-----		2	\$1,000.00		0.00						
E 10	KSNV	08/08/12	08/08/12	Face to Face w/ RalstonCM Face to Face w/ J.Ralston		730-758pm	--W----	:30	1	\$800.001	0.00	NM		1	\$800.00
FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 08/06/12	08/12/12	--W----		1	\$800.00		0.00						
E 11	KSNV	08/08/12	08/09/12	Olympics Late News 3 CM Late News during Olympics		11pm-12:35am	--WT---	:30	2	\$1,000.001	0.00	NM		2	\$2,000.00
NEWS AFT OLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 08/06/12	08/12/12	--WT---		2	\$1,000.00		0.00						
E 12	KSNV	08/11/12	08/12/12	Sa-Su Early News Sa-Su Early News	CM	5pm-630pm	-----SS	:30	2	\$650.001	0.00	NM		2	\$1,300.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 08/06/12	08/12/12	-----SS		2	\$650.00		0.00						
E 13	KSNV	08/12/12	08/12/12		CM	11pm-1135pm	-----S	:30	1	\$1,500.001	0.00	NM		1	\$1,500.00

Order / Rev: 103613
 Alt Order #: 06830213
 Flight Dates: 08/08/12 - 08/14/12

Advertiser: Heller, Dean for U.S. Senate
 Product Desc: HELLER FOR SENATE
 Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Sa-Su News 3 at Eleven															
Sa-Su News 3 at Eleven															
NEWS															
Start Date <u>Week Date</u> End Date <u>Weekdays</u> Spots/Week Rate Rating															
Week: 08/06/12 08/12/12 -----S 1 \$1,500.00 0.00															
E 14	KSNV	08/11/12	08/11/12	News 3 Sunrise - SATURDAY		6a-7a									
News 3 Sunrise SATURDAY															
NEWS															
Start Date <u>Week Date</u> End Date <u>Weekdays</u> Spots/Week Rate Rating															
Week: 08/06/12 08/12/12 -----S- 1 \$350.00 0.00															
E 16	KSNV	08/08/12	08/10/12	Face to Face w/ Ralston	CM	730-758pm									
Face to Face w/ J.Ralston															
OLY ZONE															
Start Date <u>Week Date</u> End Date <u>Weekdays</u> Spots/Week Rate Rating															
Week: 08/06/12 08/12/12 --WTF-- 1 \$750.00 0.00															
E 17	KSNV	08/08/12	08/10/12	Wake Up Early w/ Wagner	CM	430a-5a									
Wake Up Early Wagners															
NEWS															
Start Date <u>Week Date</u> End Date <u>Weekdays</u> Spots/Week Rate Rating															
Week: 08/06/12 08/12/12 --WT--- 2 \$150.00 0.00															
E 18	KSNV	08/14/12	08/14/12	Noon News	CM	12-1230pm									
Noon News															
NEWS															
Start Date <u>Week Date</u> End Date <u>Weekdays</u> Spots/Week Rate Rating															
Week: 08/13/12 08/19/12 -T---- 1 \$425.00 0.00															
													Totals	27 \$20,225.00	